

The Path to Behavioral Marketing

Taming the Complexity of Digital Marketing

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EMC Corporation

Social Media Analytics

Badgeville

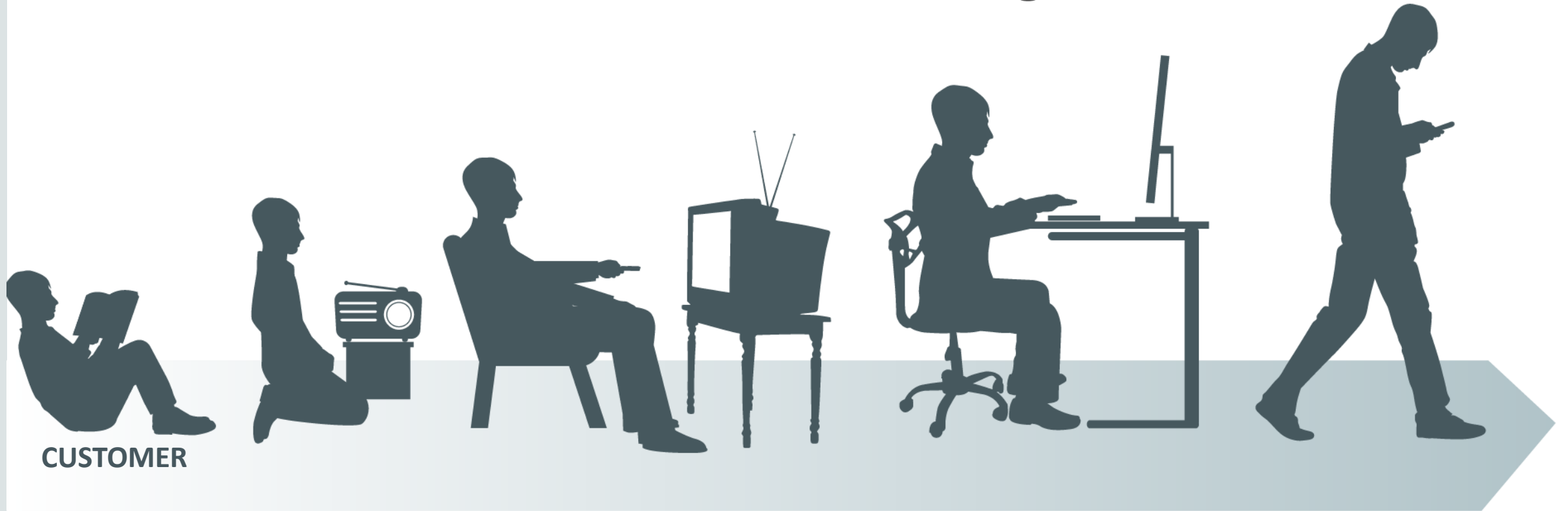
Gamification Solutions Consultant

Oracle Marketing Cloud

Strategy Solutions Consultant

The Rise of Digital Darwinism

Customers Evolve Faster Than Marketing



CUSTOMER

MARKETING

12%

of the Fortune 500 from 1955
still remain there today.

Sources: McKinsery and AEI

Pre-Determined “Journeys” Fail to Adapt Fast Enough



Only
12%
of marketers believe their
marketing is real-time
enough to drive adequate
business results.
-EConsultancy

What's slowing marketers down?

The Rift Between Digital and Offline Interactions Fractures View of Customer



11%

Marketers who have high confidence in the audience they're targeting.

-Nielsen

The Division Between Anonymous and Known Marketing Data Prevents Relevance



ANONYMOUS

85%

Of CMOs say data spread channels prevents cross-channel consistency.

- CMO Club



Greg Jones, 30, Chicago
Past Purchase: Jeans

KNOWN



Companies Lack Centralized Hub to Orchestrate Customer Interactions and Content Across Lifecycle



93%

Of marketers have silo'd teams and technologies by channels

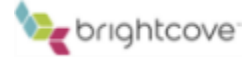
-eConsultancy

Chaotic Ecosystem Overwhelms Marketing Strategy & Planning

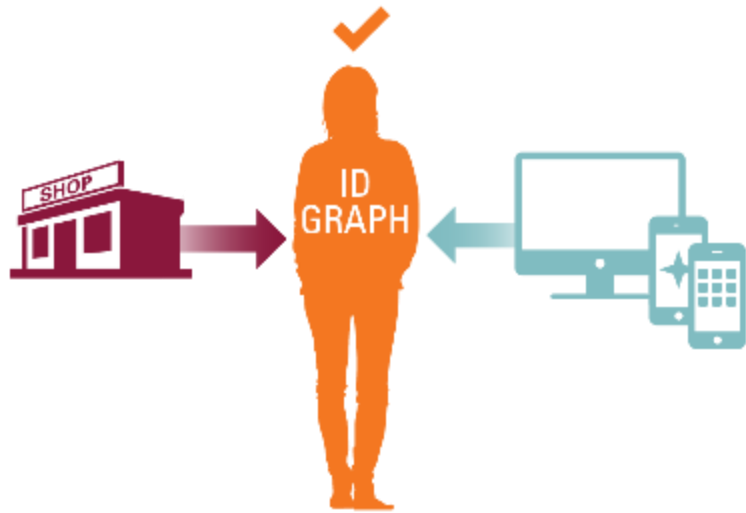
Total Marketing Tech Landscape size:

1,876

vendors across 43 categories
- ChiefMarTec



Vision for the Future of Behavioral Marketing



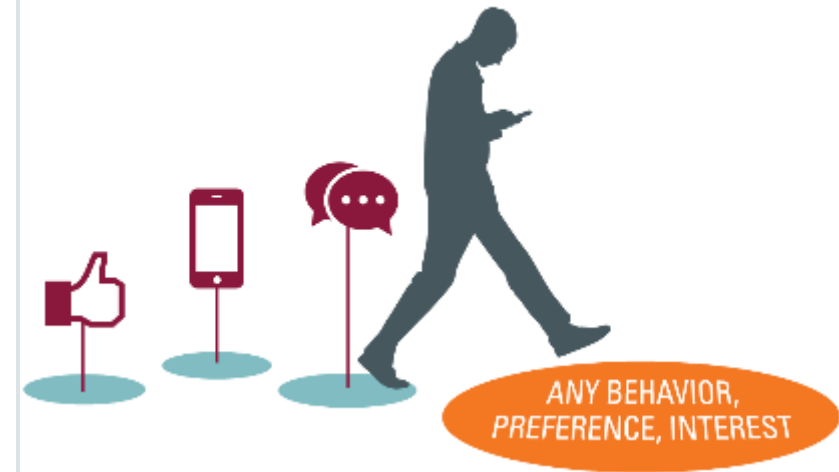
Connect Online and Offline Interactions to One Customer

Tie interactions to one customer across all devices and channels



Bridge Anonymous and Known Marketing

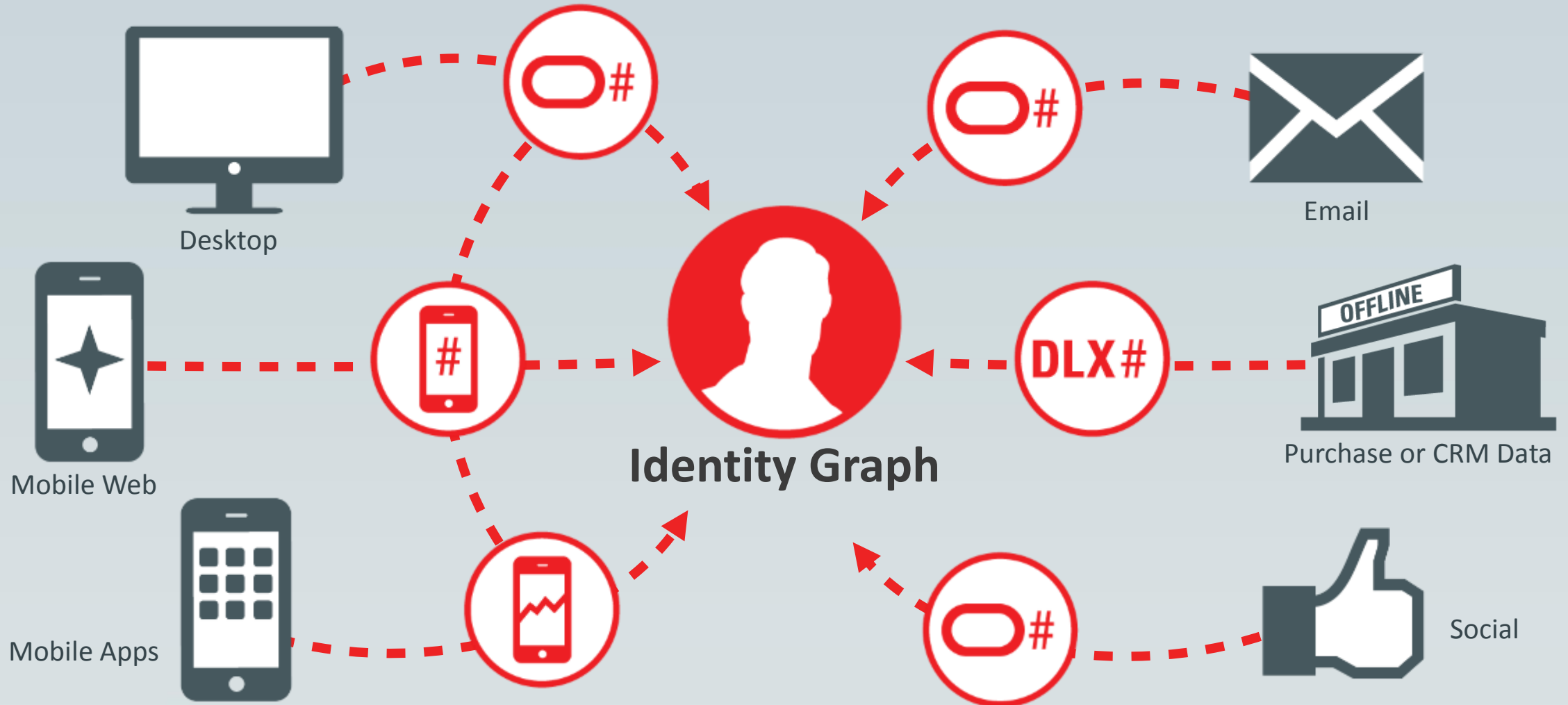
Connect all proprietary and 3rd party data to increase relevance



Adapt with Behavior-Based Orchestration

Empower the customer to dictate their own path

Connect with Individual Customer Across Channels & Devices



Connect Data: Bridge Known and Anonymous Marketing Data

Transform owned and third-party data into actionable audience

Offline

- Past Purchase Data
- Buying Propensity
- Lifetime Value
- Trade Shows



Purchases & Transactions

- Web Commerce
- Sales CRM
- Marketing CRM
- Point-of-Sales

Owned Digital Channels

- Website Engagement
- Email Marketing
- Social Data
- Mobile Apps/Web



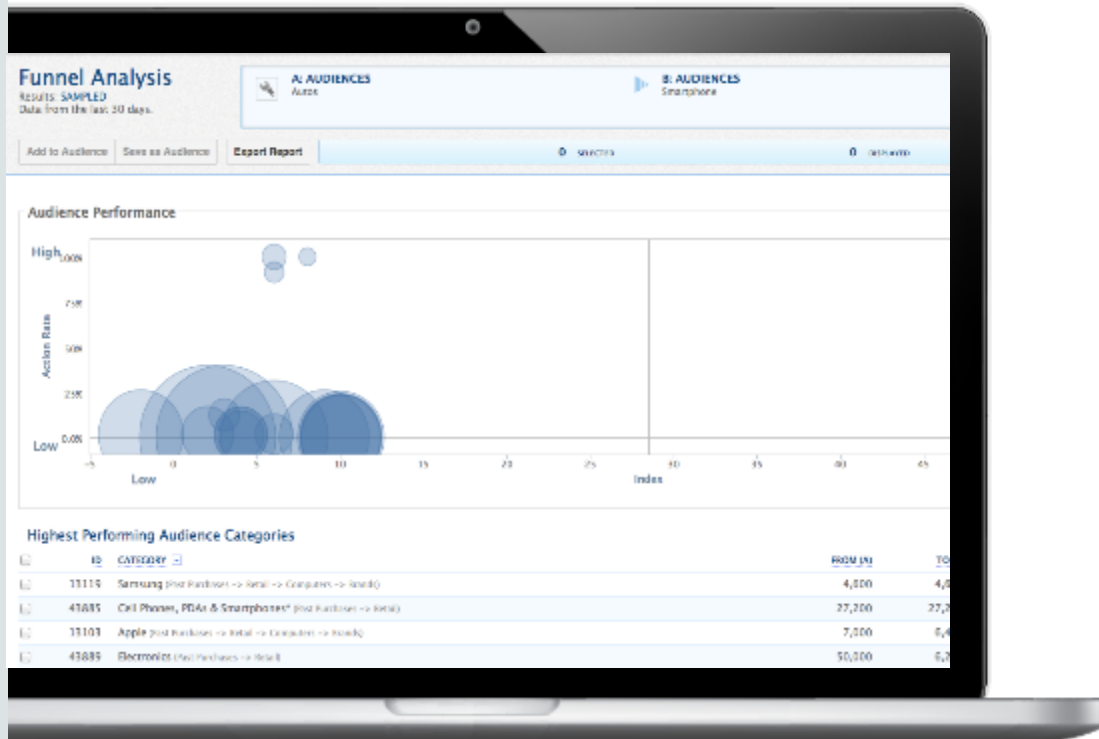
Third-Party Data

- Intent
- Geography
- Interest & Lifestyle
- Branded
- Demographic

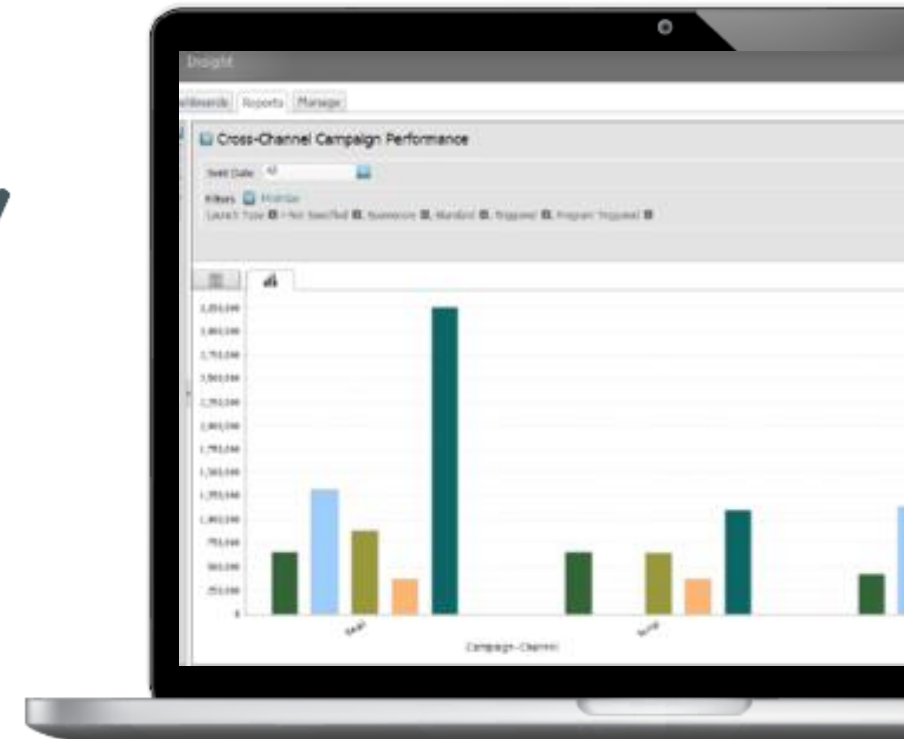


Connect Data: Analyze Ideal Audience and Demonstrate Marketing's Value Across Channels

Model your ideal audience and measure how their engagement drives conversions



Audience Analytics



Cross-Channel Insight

Create Engagement: Deliver Relevant Content Across Lifecycle

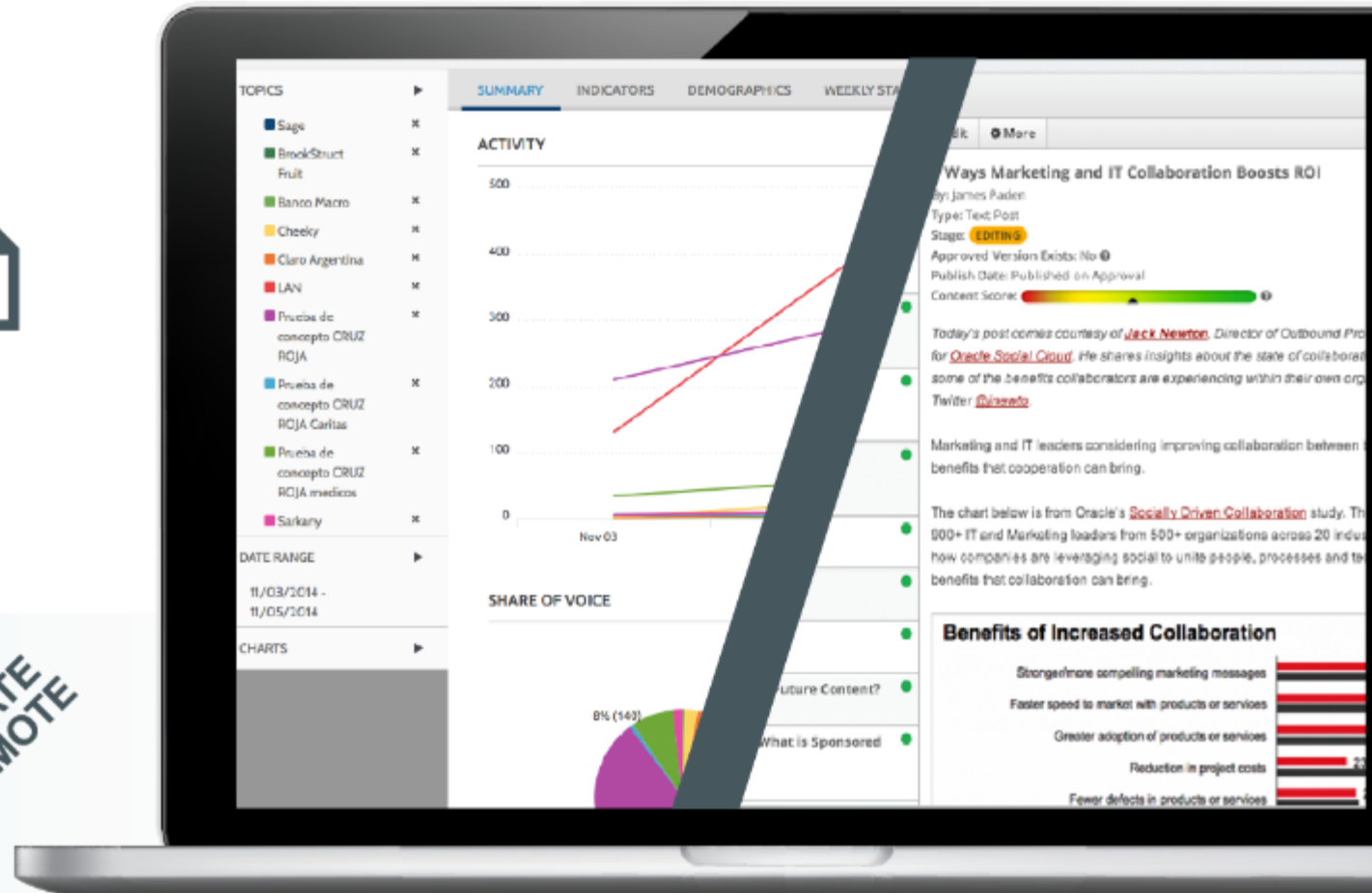
Listen to your audience and engage them with relevant content across marketing channels



ACQUIRE

RETAIN

**ADVOCATE
& PROMOTE**



Orchestrate Experience: Let Customers Dictate Their Own Path

Adapt to individual customer behaviors and real-time interactions

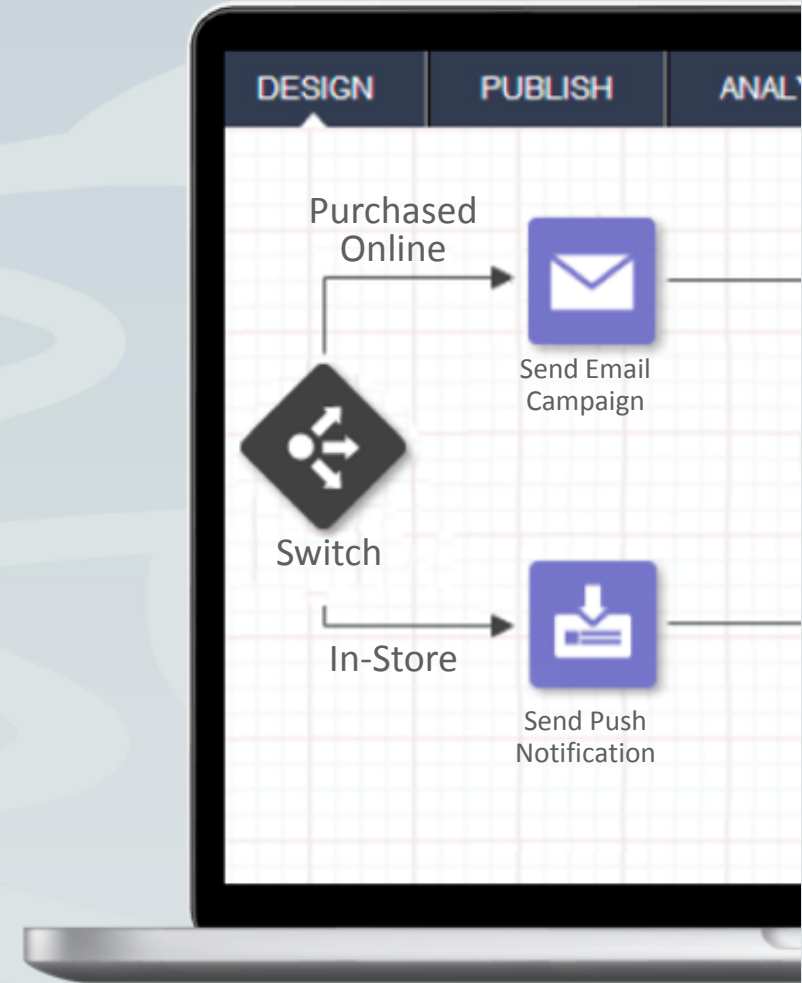


NEXT STOP

Any Behavior

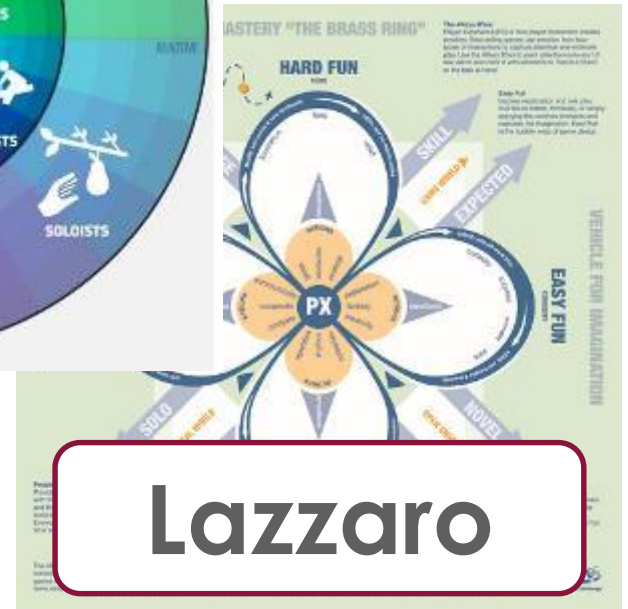
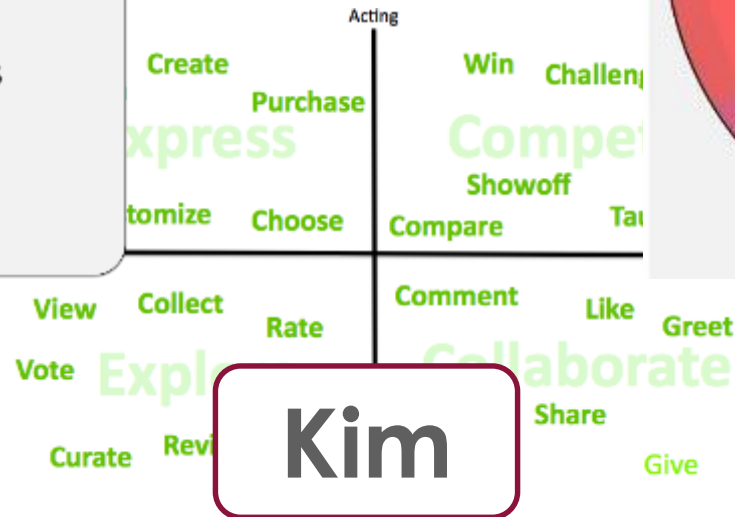
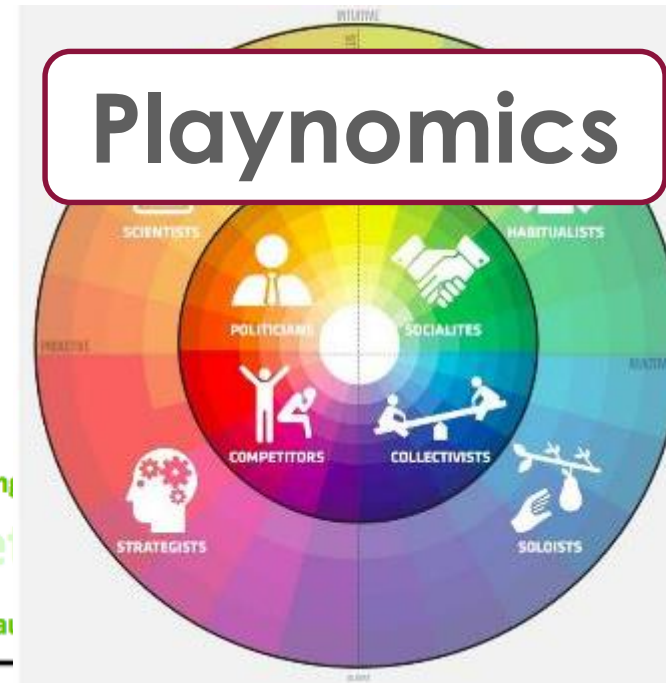
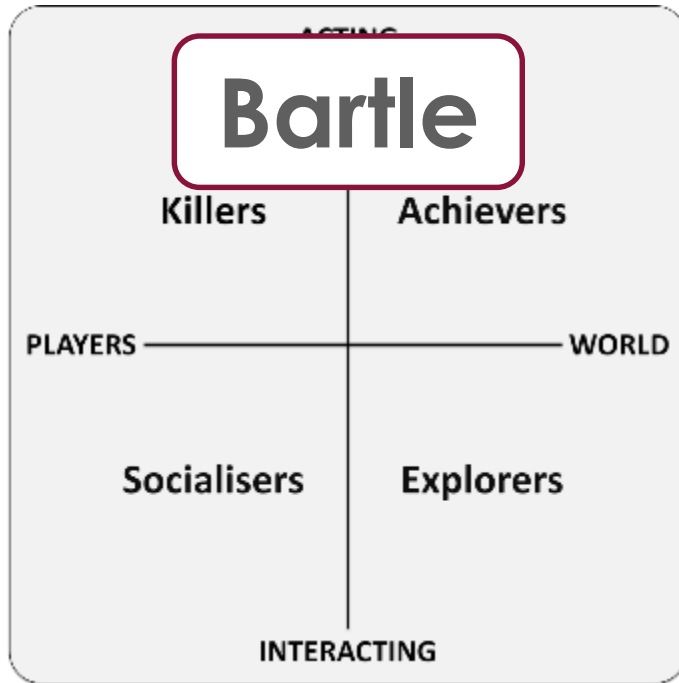
Any Preference

Any Activity



The Next Wave of Behavioral Marketing

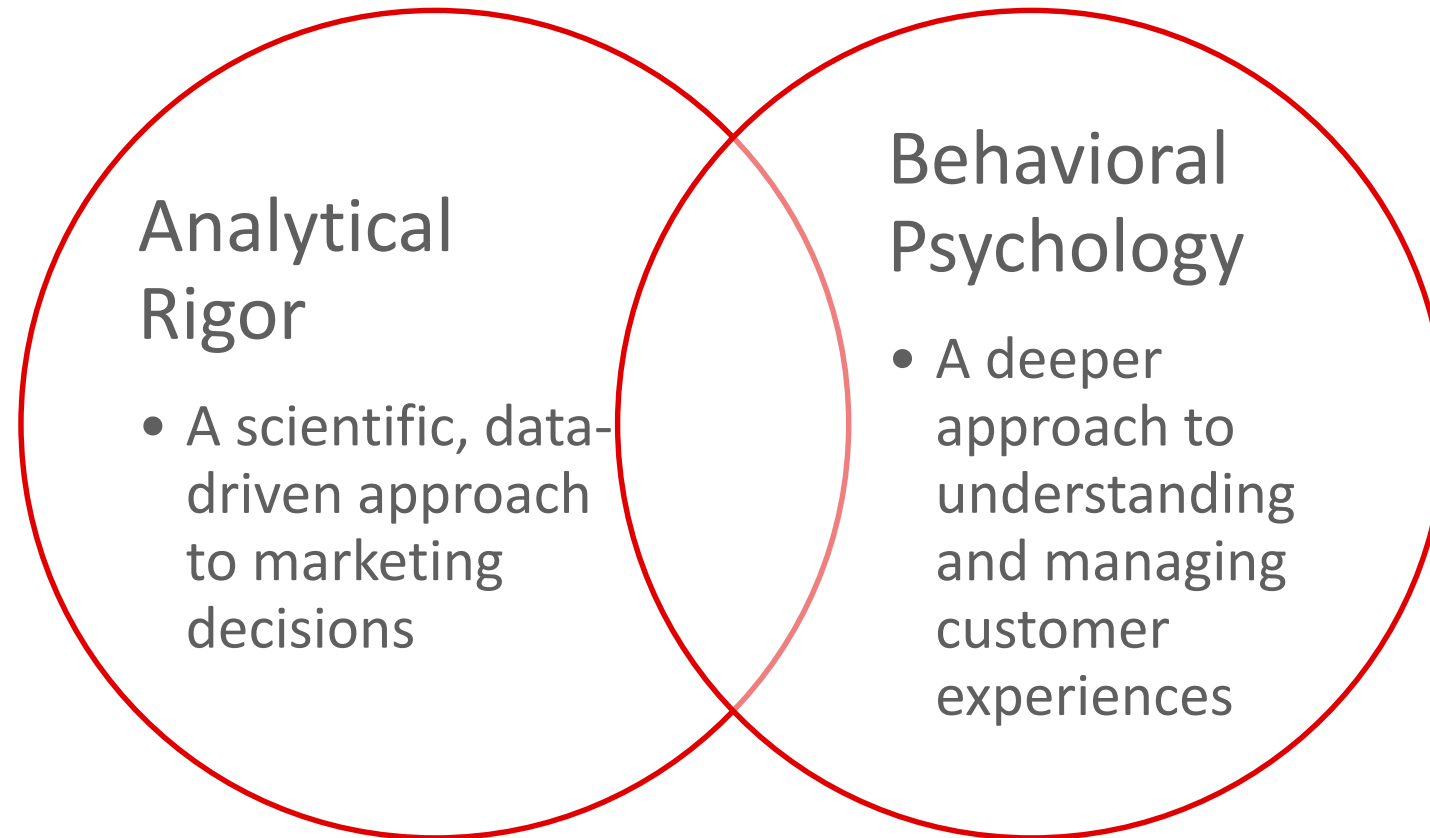
Understanding behavioral types to deliver relevant experiences



What does this mean for marketers?

The Era of the Digital Marketing Silo is Over

A new era will value new skills



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